

**CUSTOMIZED, PROACTIVE OUTREACH**  
**SUBMITTED BY**

Name of Organization: New Jersey Natural Gas Company

Mailing Address: PO Box 1464  
1415 Wyckoff Road  
Wall, NJ 07719

Telephone #: 732-938-1129

Contact Name: Anne-Marie Peracchio

E-mail address: [aperacchio@njng.com](mailto:aperacchio@njng.com)

**Objective**

- Attain technically feasible efficiency and conservation gains of 77.2 trillion BTUs of non-electric heating demand by 2020.
- Attain technically feasible electricity efficiency and conservation gains of 19.95 million MWhs by 2020.

**Strategy**

Capitalize upon the information available in the utility data system to make energy efficiency information more relevant to customers and identify ways to use that information to proactively seek out conservation opportunities for customers instead of waiting for customers to take the initiative.

Utilities can play a key role in the education and outreach to customers by providing personalized information that may be more likely to motivate customers to take the appropriate action. Strong examples can be found in New Jersey Natural Gas Company's recently approved Conservation Incentive Program (CIP), including:

- **Personalized conservation tips.** NJNG mailed a 16-page conservation resource booklet to customers. Each customer's booklet contained a personalized value for each tip, based upon their historical usage and current prices, we calculated how much each customer could save by following three simple conservation tips. This customized presentation really helps customers understand the value of following each tip. At the time of publication, our average customer was estimated to save more than \$330 from those 3 simple tips alone. The booklet also contained information about a New Jersey Clean Energy Programs, the Energy Hog campaign, opportunities for federal tax credits and information on the Department of Energy "Energy Savers" booklet. This was a cost effective campaign, which served as a great resource for directing customers to additional information and trying to present the information in a new, relevant way to encourage them take action.
- **One Price to Upgrade.** Building off this existing model that was used for targeting conversion customers, NJNG is initiating a One Price to Upgrade Campaign. NJNG has selected several target geographic area that have older, inefficient furnaces approaching the end of their useful life. NJNG has issued a Request for Proposal (RFP) to select a contractor to feature with a competitively bid standard price for a high-efficiency furnace upgrade to any home within the specific neighborhoods. This approach provides greater certainty about the cost of the project and streamlines the process for customers. The areas selected have an owner organization, which provides an opportunity to collectively

address the homeowners. Once the RFP has been awarded, NJNG will identify the homeowners of record in that area based upon existing utility accounts and send a letter describing the One Price to Upgrade Offer. The letter will include the customer expected annual savings based upon the usage profiles. In this program, customers benefit from both the administrative ease of the offer and the likely lower price as a result of the competitive bid process.

These are just two examples of how the utility can play a unique role in identifying the value of conservation to customers and conduct proactive outreach. NJNG strongly believes that the Energy Master Plan should recognize the benefit of such an approach, encourage further exploration of the concept, and establish cost recovery rules where appropriate<sup>1</sup>. By leveraging the information contained within their database, utility personnel knowledge of their service territory, and their brand recognition, the utility can help identify candidates and assist in the promotion of particular programs and existing and new technologies.

**Note:** NJNG is also considering a personalized greenhouse gas emission campaign for the next phase of the Company's CIP program. See Greenhouse Gas Messaging Strategy for more information.

Responsible Party

- Utilities
- BPU and Rate Counsel for oversight and cost recovery, where appropriate

Timeline of action

- Continue exploring opportunities. Implement as appropriate.
- Endorse the promotion of customized conservation information whenever feasible.

Strategy outcome

More customers are aware of their energy impact and take action through either behavioral modifications or energy efficiency investments.

Implementation cost

Estimated costs are unique to each particular campaign and reflect the number of customers involved in the campaign as well as the communication channel.

<u>Source of Funding</u>  (see comment in Implementation Cost section)	<table><tr><th>Funding sources</th><th>Yes</th><th>No</th></tr><tr><td>Private sector funds</td><td></td><td></td></tr><tr><td>Public sector funds</td><td></td><td>No</td></tr><tr><td>Consumer/ratepayer Funds</td><td></td><td></td></tr></table> <p><b>Depends upon initiative</b></p> <p><b>Depends upon initiative</b></p>	Funding sources	Yes	No	Private sector funds			Public sector funds		No	Consumer/ratepayer Funds		
Funding sources	Yes	No											
Private sector funds													
Public sector funds		No											
Consumer/ratepayer Funds													
<u>Indicators</u> <ul style="list-style-type: none"><li>• Number of eligible participants in particular campaigns<ul style="list-style-type: none"><li>◦ Some programs can capture participants that took action as a result of the program</li></ul></li><li>• Normalized average use per customer (long term trend for programs where activity is difficult to measure)</li></ul> <p>Source</p> <ul style="list-style-type: none"><li>• Utilities</li></ul>													
	<u>A. Current state of indicator</u>												
	<u>B. Indicator Projection to 2020.</u>												